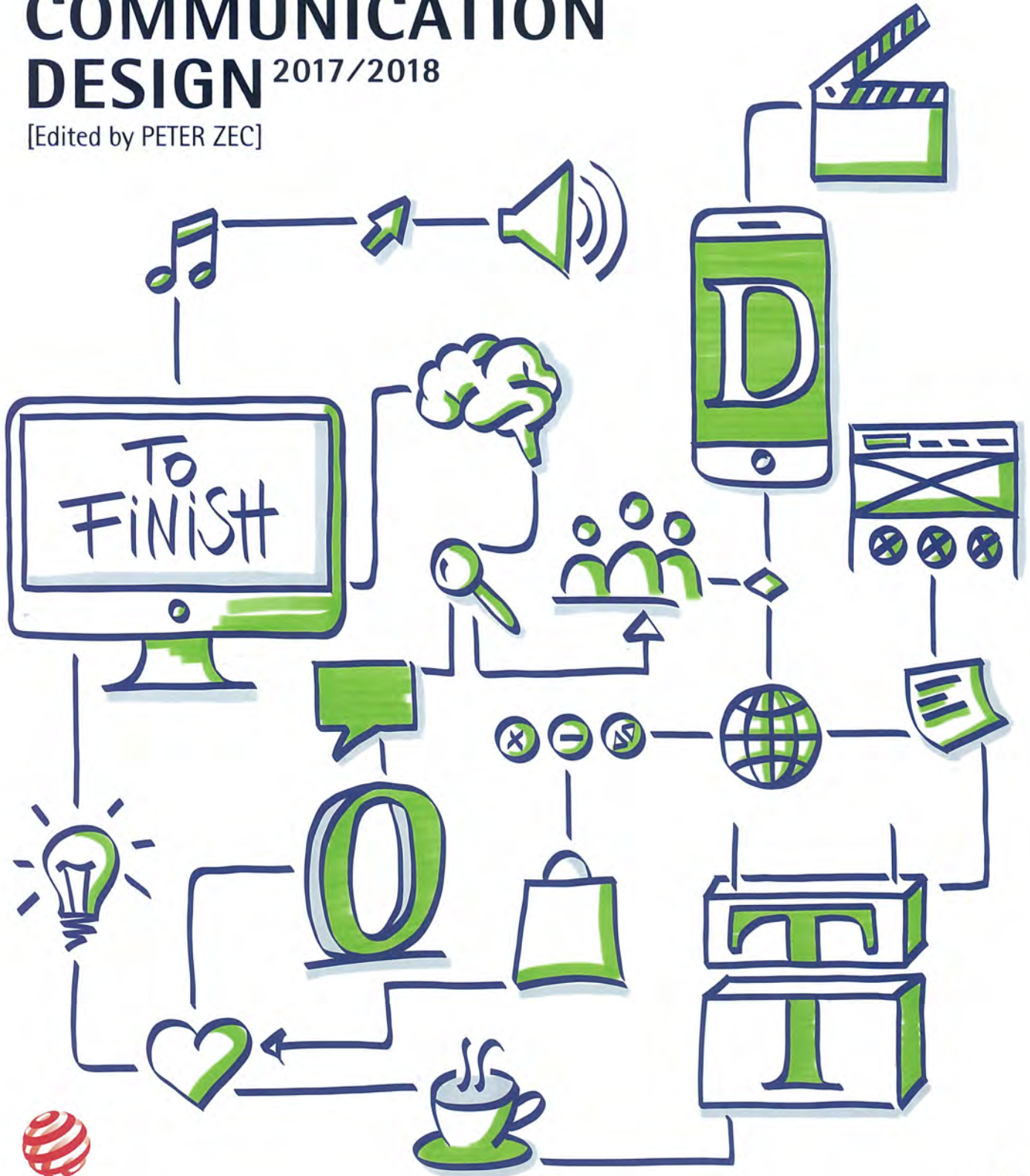


# INTERNATIONAL YEARBOOK COMMUNICATION DESIGN 2017/2018

[Edited by PETER ZEC]





## DLW Flooring Fair Stand BAU 2017

The objective of this trade fair stand concept was to position flooring as a stylistic instrument in interior design. The dynamic stand is characterised by exterior walls which completely disappear in places, thus enabling a creative interaction of outer and inner elements following the motto Inside Out. Oversized circles, coated with product material, rotate in the walls. In a playful way, they invite and encourage visitors to engage with the product directly. Moreover, they constantly create new perspectives of the interior space.

### Client

DLW Flooring GmbH,  
Bietigheim-Bissingen, Germany

### Design

Ippolito Fleitz Group GmbH,  
Stuttgart, Germany





## MAREDO Flagship Restaurant Berlin

As a concept for their flagship restaurant in Berlin, the German steakhouse chain Maredo focuses on the production of the high-quality meat offered. Both the materials and the colour world are inspired by the gaucho, the archetypal South American herdsmen. The traditional gaucho poncho, with its woven geometric pattern, served as inspiration for the spatial elements. They are formed from diamond and zigzag shapes and lend the corporate architecture a high recognition value. The materials of the entire interior are characterised by living, natural surfaces such as wood and leather.

### Client

MAREDO Restaurants Holding GmbH,  
Düsseldorf, Germany

### Design

Ippolito Fleitz Group GmbH,  
Stuttgart, Germany

### Lighting Design

Stefan Hofmann, Lichtwerke,  
Cologne, Germany

